Attachment F
ADVERTISING AGENCY SELECTION 2015
Written Proposal Evaluation

OFFEROR: _____   EVALUATOR CODE: _____

<u>Part A: Experience and Qualifications</u> (30%)
RFP Section 6.2

1. CONTRACTOR DATA SHEET (RFP Attachment A)

_____ Meets Qualifications for DRED Account

_____Does <u>not</u> meet Qualifications for DRED Account (REJECTED)

Explanation:

_____

_____

_____

_____

SCALE: 1 = LESS QUALIFIED

                5 = MORE QUALIFIED

2. OFFEROR'S EXPERIENCE IN SCOPE OF WORK (RFP Section 5.2.1):

1----2----3----4----5   x   2   = POINTS _____

3. PERSONNEL EXPERIENCE (RFP Section 5.2.2):

1----2----3----4----5   x   2   = POINTS _____

4. DESCRIPTION OF FINANCIAL STABILITY (RFP Section 5.4.1):

1----2----3----4----5   x   2   = POINTS _____

TOTAL POINTS FOR PART A = _____
(Maximum 30 Points)

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Part B: Marketing Strategy and Methodology (50%)

RFP Section 6.2.3

1. GOALS & OBJECTIVES

       1----2----3----4----5   x 2   = POINTS _____

2. STRATEGIES & TACTICS

       1----2----3----4----5   x 4   = POINTS _____

3. BUDGET INFORMATION

       1----2----3----4----5   x 2   = POINTS _____

4. RESEARCH

       1----2----3----4----5   x 2   = POINTS _____

                            TOTAL POINTS FOR PART B = _____
                                (Maximum 50 Points)

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Part C: Marketing Financial Terms (20%)

RFP Section 6.4

1. HOURLY RATES SCHEDULE (ATTACHMENT B-PART 1)

          1----2----3----4----5   x   2   = POINTS _____

2. AGENCY FEE STRUCTURE (ATTACHMENT B-PART 2)

          1----2----3----4----5   x   2   = POINTS _____

                              TOTAL POINTS FOR PART C = _____
                                   (Maximum 20 Points)

Overall Impression

TOTAL COMBINED SCOPE (A-C)   = _____ FINAL SCORE
                                   (Maximum Score = 100)

ADVERTISING AGENCY SELECTION 2015
Evaluation Form – Oral Presentations
April 8, 2015

AD AGENCY _____   Evaluator _____

SCALE: 1 = LESS QUALIFIED

              5 = MORE QUALIFIED

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1. Rationale and research

       1----2----3----4----5   x 3   =POINTS _____

2. Creativity

       1----2----3----4----5   x 5   =POINTS _____

3. Proposed evaluation/tracking for success

       1----2----3----4----5   x 2   =POINTS _____

Overall Impression

   TOTAL COMBINED SCOPE (1-3)   = _____ FINAL SCORE
                           (Maximum Score = 50)